

ABSTRACT OF THE INVENTION

The present invention comprises a system dedicated to computerized information management. In particular, the system is efficiently targeted for employment by industries such as insurance and financial services where it is of interest to effect integrated prospect selection and management. To this end, the present invention can prevent multiple agents from pursuing the same lead at the same time, while collecting data on effectiveness of leads from agents to thereby enhance the quality of prospect information, as well as providing a capability so that an individual agent can tailor particular lead selection preferences.